

CASE STUDY

From peak demand to peak performance

EMR Metal Recycling (EMR) is a global leader in sustainable materials, responsibly recovering and recycling over 8 million tons of materials every year. In the years of uncertainty following the COVID-19 pandemic, the company accelerated its pursuit of innovative solutions to improve energy efficiency across its facilities, helping to lower operating expenses and improve grid reliability locally.



Balancing continuous operations and rising energy demands

EMR needed to maintain operations and keep staff employed during a period of industry uncertainty. At the same time, a new 24-hour production schedule and plant expansion increased energy demand and costs. It sought ways to:

- Maintain production and protect jobs.
- Manage new equipment and higher loads.
- Modernize despite economic conditions.
- Support net-zero goals.

Driving energy performance through ADR

In 2021, EMR partnered with Entergy New Orleans' Energy Smart Large Commercial Automated Demand Response (ADR) Program to better manage energy consumption and reduce operating costs. The program allowed EMR to automatically lower electricity use during periods of peak demand, helping to stabilize the grid and protect critical equipment by enabling the company to plan shift operations in advance and enter maintenance mode as needed.


**TOTAL
INCENTIVES
EARNED**
\$525,205

“EMR has been a valued partner in the Energy Smart program for many years, contributing to both energy efficiency initiatives and demand response efforts. The company’s participation in the Automated Demand Response Program has supported Entergy New Orleans in reducing demand during peak periods and maintaining grid stability.”

— DEREK MILLS
Manager of Demand Side Management at Entergy New Orleans

ADR Program highlights

- \$442,069 in incentives earned.
- Significant energy savings every month.
- Top performer of the 2025 summer season in kilowatt reduction.
- 24-hour notifications for seamless shift planning.
- Flexibility to opt out at any time.
- Equipment protection through maintenance mode, reducing stress and power usage during peak loads.
- Grid support and reduced operational strain.

Energy Smart energy efficiency program

EMR also participates in the energy efficiency (EE) program to lower daily energy use and boost overall facility performance, further demonstrating its commitment to responsible resource management and industry leadership.

EMR leveraged prescriptive and custom incentives including:

- **Pump motors and controls:** High-efficiency motors with smart controls to reduce energy use.
- **LED lighting:** Energy-efficient interior and exterior lighting.
- **Compressed air system:** Optimized system to cut energy waste and improve efficiency.

\$83,136
IN INCENTIVES

327.3 tons
OF CARBON
EMISSIONS REDUCED

A commitment to sustainability

EMR protects the planet by finding new ways to turn today's materials into tomorrow's. Recycling benefits the planet by reducing reliance on non-renewable resources, but EMR is always looking for ways to further reduce the negative impact of its operations and even support the regeneration of the natural world.

Through the ADR and EE programs, EMR turned peak energy management into a strategic advantage. It reduced demand, enhanced operational reliability and reinvested savings to support company performance and growth, highlighting how energy-efficient solutions can advance sustainability goals and create lasting benefits for both businesses and the community.

🌐 EnergySmartADR.com

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“Working with the Energy Smart team has been great. The ADR Program and energy efficiency upgrades tie into our company’s net-zero goals. The 24-hour notifications made it easy to plan shift operations and go into maintenance mode, allowing us to service machines while saving energy and easing strain on New Orleans’ grid.”

– WINSTON JARROTT
Operations Manager, EMR

